State of California • Department of Transportation

# MEDIA ADVISORY

**Today's Date:** March 1, 2016
**District:** Headquarters - Sacramento
**Contact:** Tamie McGowen
**Phone:** (916) 657-5060

## Caltrans Launches New Stormwater Pollution Prevention Campaign During Rainy Season

*On-Site Event Demonstrations Will Show Key Water Pollutants*

**WHAT:** When it rains, storms flush accumulated pollutants from the highways into the storm drain system. The highway pollutants, caused by motor vehicles, eventually flow into our waterways, affecting the water we use to drink, swim and fish. The California Department of Transportation (Caltrans) is launching a stormwater public education and outreach campaign entitled *"Protect Every Drop"*, to educate Californians about the sources and pathways of stormwater pollution, and encourage behavior to reduce pollutants in order to improve water quality in our streams, rivers, lakes and coastal waters.

**WHO:**
- Malcolm Dougherty, Director, Caltrans
- Scott McGowen, Chief Environmental Engineer, Caltrans
- Steven Moore, Board Member of the State Water Boards
- Emily Butler, Splash

**WHEN:** **Wednesday, March 2, 2016 at 9:30 a.m.**

**WHERE:** The Bridge District
Riverfront Street (off 5th street from I-80, east of Raley Field)
West Sacramento, CA 95691

**WHY:** Caltrans owns and operates storm drain systems along more than 50,000 lane miles of the state highway system, which discharge into every major watershed of the state. Stormwater testing shows there are numerous impaired waterbodies all across California and some of the most impacted include: San Francisco Bay Area, Los Angeles, and San Diego. Whether we are in a drought, or having a year of good rainfall, we need to keep our waterways as clean as possible. Our water is precious – it's important to protect every drop.

**VISUALS:**
- Truck showing the key sources of vehicle pollution
- Demonstration showing how sediment and other pollutants wash off a vehicle when it rains
- Unveiling of new campaign advertising

Note: In the event of rain, the press event will continue in the same location

ProtectEveryDrop.com

California Water Boards